

WINCHESTER PARKING AUTHORITY

August 8, 2014

MEMBERS PRESENT: Dick Helm, Kim Burke, Mike Miller & Howard Manheimer

OTHERS PRESENT: Samantha Anderson, Teresa Couch, Katherine Herrmann,
Eden Freeman & Jennifer Bell

I. CALL TO ORDER

Chairman Helm called the meeting to order at 8:00 a.m. at which time it was determined a quorum was present.

II. REVIEW OF JULY 18 (special meeting) & JULY 24, 2014 MEETING MINUTES

The minutes were submitted by Chairman Helm and, without objection, were unanimously approved.

III. EXECUTIVE DIRECTOR'S REPORT FOR JULY 2014

Anderson reported the following:

- Braddock Autopark closed for construction on Monday, August 4, 2014. The garage's monthly customers were notified and reminded about the date of closure. Signage has been placed on Braddock St. directing customers to the other three garage locations for available parking.
- The contract between WPA and Hable's Real Estate for the lease of Hable Lot will expire at the end of December 2014. The Authority will need to negotiate another contract with Hable's Real Estate in order to continue leasing the Hable Lot. Helm noted that Burke would meet with Hable's Real Estate to discuss terms of the lease.
- OTDB held a meeting to discuss the future of the validation program and its cooperation with WPA. Bell informed the Authority that the OTDB would like to schedule a meeting with WPA to discuss the program and gain a better understanding of the program. Helm asked Bell when the OTDB would like to schedule the meeting. Bell replied sometime next week. Helm and Anderson agreed to meet with OTDB representatives to discuss the validation program.

IV. OLD BUSINESS

1. Garage Renovation Update

Anderson informed the Authority that the Braddock Autopark renovations are currently adhering to schedule. Renovations should be completed and the garage should reopen on its initial target date of Monday, September 1, 2014. Anderson

also added that just a little more work is required at Court Square Autopark before its renovations are completed.

2. Garage Management – Hybrid System Discussion

Anderson updated the Authority on customer interest in monthly rental parking under the hybrid system at Braddock Autopark. Anderson stated that currently 35 customers have signed contracts to park within the business block while only 2 customers have signed contracts to park within the 24/7 block. Anderson added that others are contemplating on which parking option would be suitable for their parking needs and are undecided at this time.

Helm informed the Authority that he and Anderson did a site tour of Braddock Autopark to determine what improvements would be needed with signage to effectively support the hybrid system. Helm suggested that the signage would need to be large (wall size) and very identifiable. The signage would need to be strategically placed in obvious areas within the garage including the stairwells. Helm added that stenciling on the floor at spaces and color coding on the walls would be beneficial as well. Burke asked how the non – reserved \$50 rate would be displayed and expressed concerns about the necessity for and potential distractions caused by placing an overabundance of signage within the garage. Burke added that marking a space as reserved should be sufficient enough. Manheimer noted that customers would probably not stop and read extensive signage while driving inside the garage. Helm explained that signage providing rental information would be necessary to attract potential rental customers and the information would be condensed onto one sign. The rental information signage would be strategically placed near the stairwells and information would be displayed in a condensed format.

Discussion ensued on whether to revise the hybrid system to include numbered space parking within certain areas of Braddock Autopark. Burke and Manheimer expressed concerns with the ability to manage space numbered parking effectively and noted that difficulty in the management of space numbers in an automated garage was the reason it was agreed upon to implement a capacity managed facility at Braddock Autopark. Helm acknowledged the problems with numbered space management however; noted that a problem exists with customers and businesses who have strongly expressed their desire to have a specific space in which to park if they were to continue to rent at Braddock Autopark. Helm added that unfortunately it would be an unrealistic expectation to think that businesses would take it upon themselves to manage their own parking spaces effectively. To offer an area within the garage with space numbers for businesses to rent would appeal to the desire for customers wanting a specific place to park and would assist WPA in the management of customers who park within that specified area. Helm further explained that space numbers could be added within the 2 types of block rental options being offered to customers under the current hybrid system, the 24/7 block and the business block. The customer or business would be given a specific space number or numbers within the block of their choosing. This would allow for businesses renting more than one space to be batched together within a specific block. Manheimer asked for clarification that the customer who chooses one of the specific blocks for renting, would then be given a specific space number within that

block to park in and is this what is being explained as a rental option to potential and existing customers. Anderson stated that the block areas only in general are being explained to customers at this time until the Authority arrives at a decision concerning numbered spaces. Manheimer noted that it would appear customers employed by a company who pays for their parking still want to be treated as individuals and asked if it was known how many businesses were interested in either the 24/7 or business block parking options. Anderson stated that at this time two businesses were interested in renting spaces within the block options. Manheimer asked Anderson if those specific businesses were under any impression that they would be receiving numbered spaces within either of the blocks being offered. Anderson replied that the businesses were told that they would be allowed to park anywhere within the desired block however; the businesses themselves expressed that they would like to have a numbered space within the block if that were possible. Burke stated it was her understanding that the Authority was attempting to remove itself from having to manage certain spaces within the automated garage thus removing the space numbers and offering certain designated areas only for a premium price. Burke added that the customer renting within the designated area should only be under the impression that they can park anywhere within the area and not a specific space. Manheimer reminded the Authority that at the previous special meeting held on July 18, 2014 concerning the implementation of the hybrid system, concerned customers attended and the Authority voted not to have space numbered parking available at Braddock Autopark. Helm stated that the customers who attended the meeting expressed their preference for space numbered parking. In review, if the Authority does not attempt to offer some type of space numbered parking at Braddock Autopark, it would risk losing rental customers and may find itself with a dead inventory of unrented spaces. The Authority agreed to revise the hybrid system at Braddock Autopark to include space numbered parking within its 24/7 and business block rental options.

V. NEW BUSINESS

1. Roof Rate Discussion

Helm asked the Authority if it would like to reconsider offering a reduced rate for roof parking at the George Washington, Court Square, and Loudoun Autoparks effective September 1, 2014. Helm noted the Authority previously voted to increase the rate for rental parking to a base fee of \$50 and removed the reduced roof rate option that was previously available at all four garages. Miller stated that the Authority should offer a reduced rate for roof parking as a means to attract interest in renting the vast amount of open spaces available on the rooftops of the garages. Burke and Manheimer asked if the reduced roof rate would be applied at all four garages and if so; how the Authority would implement this rate at Braddock Autopark where monthly renters are allowed to park anywhere they choose in the facility with the exception of the reserved block areas. Helm stated that Braddock Autopark should be excluded from the reduced roof rate because of its capacity operations. The Authority reserves the option to explore the idea of offering a type of reduced rate to businesses using Braddock Autopark in the future if it so chooses. Helm asked the Authority if it would like to establish the reduced roof rate based on a flat fee or a percentage basis. Miller stated that however the Authority decides to establish a

roof rate it will need to be kept consistent. Burke noted that customers will now have many options and rates available to them for which to choose.

On motion duly made by Miller and seconded by Manheimer, the Authority approved to implement a reduced rate for roof parking of \$42 and a \$50 base rate for undercover parking to be available at George Washington, Court Square and Loudoun Autoparks only.

2. City Council Presentation

Helm informed the Authority that Council has requested WPA to submit a presentation for their next work session on August 19, 2014. The presentation is to provide a general overview of WPA and its operations. The presentation is required to be submitted by August 12, 2014. The parking analysis completed by the global parking committee will be included in the presentation. Helm noted that Burke has been tasked with presenting a summary of the committee's accomplishments and he will be tasked with presenting a summary of WPA rate structures. Helm asked that the Authority review the presentation and provide constructive feedback if necessary. Helm asked Freeman, City Manager, if the presentation was satisfactory for Council's expectations. Freeman replied that Council's primary interest was in the Authority's rate increases and an overview of WPA basic operations.

Freeman added that Council may inquire about bulk discounts in reference to the validation program. Helm stated that the Authority had obtained an agreement with OTDB in the past concerning the validation program and does not wish to deviate from that original agreement. The Authority can provide bulk discounts if Council expresses a desire for it to do so however; the Authority does not want to set a precedent for providing discounts of any manner. Helm added the Authority will be willing to meet with OTDB to discuss this matter in the future.

3. 110 W. Boscawen St. Request

Helm explained to the Authority the request from the new owner of the building located at 110 W. Boscawen St., to secure a lease for the parking space behind said property on the Braddock Lot. Helm stated that the current paved area has been constructed behind the building. According to the City Planning department, if the property owner's intent was to use the paved area as a parking pad, the owner would have to submit a site plan indicating this with proof of a right of way, easement or other form of approval for access to the rear of the property from the WPA lot. The City Planning department did state that the Authority is within its rights to deny granting a right of way access. Miller questioned as to whether the Authority would legally be allowed to grant right of way privileges. Miller expressed added concerns with granting a right of way between two parking spaces and the permanent loss of a space by the right of way designation. Helm added that the parking lot where the aforementioned space is located is a heavily used lot.

Helm reminded the Authority that a similar situation occurred in the past whereas the Authority allowed a building owner to lease a space behind their building and the building owner installed a gate to their property. This particular situation allowed for the business owner to retain access to the back of their property by renting the

parking space while allowing the Authority to retain management of the space. Burke noted that the Authority should be a business friendly entity however; it does need to be mindful of securing the actual intentions of what the spaces are being used for when making decisions on lease requests. Burke added that the Authority does grant leases for the renting of lot spaces and may be under the false assumption that this request is for something else other than what it states which is the renting of the space only. Burke stated that the Authority should respond to this request. Helm stated that what the space will be used for such as trash removal, etc., is really not the main concern. The main concern for the Authority should be whether or not it would want to grant right of ways to spaces in the lots. Herrmann asked if the space was currently being used as a right of way access since a meter has not been installed in that space. Freeman asked if anyone from WPA has spoken to the building owner about their intentions. Anderson replied that yes the Authority has been in contact with the owner and the owner did not indicate that the space would be used as a right of way however; WPA has witnessed the space being used as such. Freeman advised the Authority that it should take into account how the request is worded and how it was written.

Helm stated that WPA rental and lease agreements currently do not allow for right of way accesses and suggested that it remain as such until it can be determined how right of way issues could impact the Authority legally. Anderson added that lease agreements can be tailored to suit the interests of the Authority complete with stipulations stating that right of way access would be excluded. Manheimer and Herrmann urged the Authority to review the WPA charter and obtain a legal opinion on this matter before any decisions are made with granting this request.

On motion duly made by Manheimer and seconded by Burke, the Authority tabled the decision on granting the request for the obtaining of a lease for a lot space located behind 110 W. Boscawen St. until the Authority obtains a legal review of concerns with granting a right of way access.

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:07 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday September 25, 2014 at 7:30 a.m. in the Conference Room at the Winchester Parking Authority Main Office located in the George Washington Autopark.

Respectfully submitted,

Teresa Couch
Secretary

Minutes Approved: _____